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# Retrospective ads to obtain user feedback

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## **Retrospective ads to obtain user feedback**

### **ABSTRACT**

Software application developers seek user feedback about their apps. In particular, app developers are interested in learning why users stop using their apps. However, if a user leaves, e.g., uninstalls an app, it is difficult to bring such users back to the app, even for the purposes of feedback.

With user permission, the techniques of this disclosure use an identity service provider to associate a user with an app. After a user leaves an app, an ad network is utilized to reach the user via other apps to obtain user feedback regarding the uninstalled app via a feedback form. User incentives to provide feedback can be provided, e.g., by offering an in-app reward, where the reward is paid into the app from which the user provides feedback. App developers and users benefit from this setup, by being able to provide and obtain feedback, and by receiving rewards. The identity service provider assists the ad network by having more users log in, to enable the ad network to fill ad inventory with ads that are relevant to the user.

### **KEYWORDS**

Online ad; mobile ad; in-app reward; in-game reward; retrospective ad; feedback form; app feedback; app ratings

### **BACKGROUND**

Software application developers seek user feedback about their apps. In particular, app developers are interested in learning why users stop using their apps. However, if a user leaves, e.g., uninstalls an app, it is difficult to bring such users back to the app, even for the purposes of feedback.

DESCRIPTION

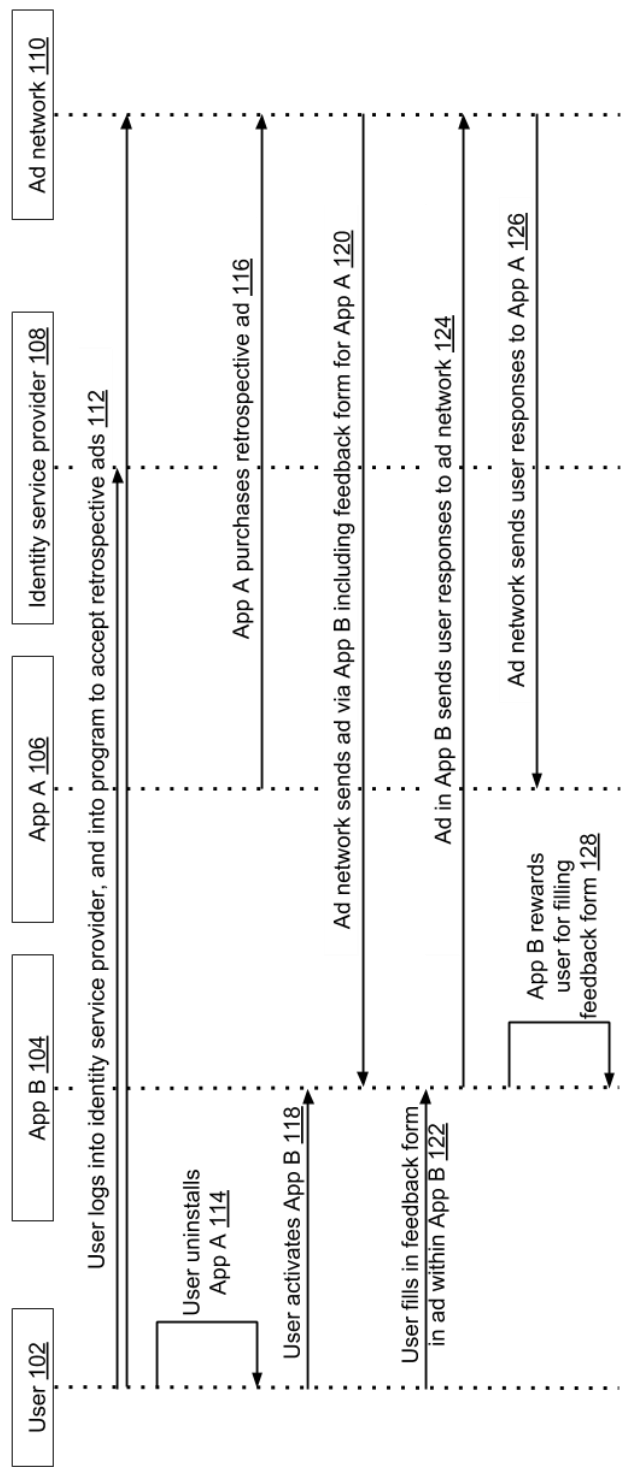


Fig. 1: Retrospective ads to obtain user feedback

Fig. 1 illustrates the use of retrospective ads to obtain user feedback, per techniques of this disclosure. The techniques are implemented only upon user permission, e.g., the identity service provider and the ad network, are configured to provide retrospective ads only to the users that provide permission.

A user (102) has on their mobile device one or more apps, e.g., app A (104), app B (106), etc. An identity service provider (108) provides identity and an ad network (110) serves ads. The user logs into the identity service provider, and accepts retrospective ads (112). In this context, a retrospective ad is an ad that is used to obtain user feedback on apps previously used by the user. User incentives to provide feedback can be provided, e.g., by offering an in-app reward, where the reward is paid into the app from which the user provides feedback. For example, in-app rewards may be doubled, requirements to watch ads of a certain duration (e.g., thirty seconds) may be waived, etc. Users can also sign up to receive retrospective ads and upon signing up, are identified as eligible for retrospective ads being served.

In the example illustrated in Fig. 1, the user decides to uninstall or leave App A (114). The developer of App A purchases a retrospective ad (116) from the ad network, e.g., via an interface that facilitates the purchase of retrospective ads.

At a later time, the user activates App B (118). The ad network serves a retrospective ad to the user via App B (120). The ad includes a feedback form that includes questions that obtain user input on the reasons why the user left App A, e.g., “please select the reason you stopped using App A: found a new app that does the same thing, bored, busy, upset about something in the app, other.” When the user fills in the feedback form (122), the retrospective ad within App B sends the user responses to the ad network (124). The ad network compiles user responses and

provides the compiled data to the developers of App A (126). Optionally, App B provides a reward to the user for filling in the feedback form (128).

App developers and users benefit from this setup, by being able to provide and obtain feedback, and by receiving rewards. The identity service provider assists the ad network by having more users log in, to enable the ad network to fill ad inventory with ads that are relevant to the user.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

## CONCLUSION

With user permission, the techniques of this disclosure use an identity service provider to associate a user with an app. After a user leaves an app, an ad network is utilized to reach the user via other apps to obtain user feedback regarding the uninstalled app via a feedback form. User incentives to provide feedback can be provided, e.g., by offering an in-app reward, where the reward is paid into the app from which the user provides feedback. App developers and users

benefit from this setup, by being able to provide and obtain feedback, and by receiving rewards.

The identity service provider assists the ad network by having more users log in, to enable the ad network to fill ad inventory with ads that are relevant to the user.